

Review

CAHA, Zdeněk, Jan URBAN. A Code of Ethics as an Organizational Management Tool and its Use in the Czech Republic, 2017. Lüdenscheid: RAM-Verlag. ISBN 978-3-942303-50-7.

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A code of ethics is a strategically important document for any business because it has the role of (de)activating human resources, thereby either speeding up or slowing down the achievement of desired company goals. A sound code of ethics can be seen as an important management tool in terms of its ability to develop and form company culture, improve the behaviour of employees and the relationships between them, as well as its ability to bring improvements to the wider economy and society as a whole. The topic of the reviewed publication, which deals with codes of ethics in the theoretical, practical and research sense, is not only very apt for companies in the Czech Republic, but also for business organizations throughout the world.

The structure of the publication is methodologically and pedagogically appropriate and consists of six main parts, namely: 1) Importance of business ethics within the context of business ethics and ethical organizational management; 2) Comparative analyses of typical structure and contents of codes of ethics; 3) Insights into the enforcement of code of ethics, including the practical tools for their implementation in companies; 4) Summary of current knowledge (achieved by means of quantitative research) with regards to making codes of ethics more effective; 5) Quantitative research in the form of a questionnaire survey among companies of different sizes from different industrial sectors in the Czech Republic; 6) Summary of the main results of the quantitative research.

The reviewed publication introduces, analyses and evaluates the main principles behind the creation, promotion and enforcement of a code of ethics within an organization, and determines how widespread this management tool is among Czech companies, including the differences in its application in various types of companies. The book utilizes an integral approach, which includes discussion (e.g. on the strengths and weaknesses of codes of ethics), appropriate qualitative methodology (verbal-logical methods) and

quantitative methodology (descriptive and inferential statistics), and comparative analyses (e.g. of codes of ethics within ethical organizational management), as well as make links between these and other related management tools. This methodological approach combined with the theoretical, practical and research approach, gives this book additional quality. This quality is enhanced by the fact that the book's contents go beyond theoretical explication by providing a broad analysis of the issues surrounding the enforcement of codes of ethics, and includes practical tools for their implementation in companies. The book also refers to very relevant domestic and foreign specialized literature, including sources from renowned databases.

The empirical part of the book deals with the link between company size and the prevalence of a code of ethics, and whether the presence of a code of ethics has an effect on the economic results of companies. The publication provides a comprehensive overview of the main issues with regards to ethical management, the application of codes of ethics in contemporary and future businesses, as well as presents a unique empirical picture of the current use of codes of ethics in the Czech Republic. The publication also has heuristic value because it can stimulate other researchers from other higher education establishments to research the same and/or similar issues relating to codes of ethics, as well as stimulate new ideas in the field of business ethics.

This publication, with its clear in-depth analysis of the main issues surrounding codes of ethics, including the practical materials for improving understanding of ethical company management, should be welcomed. In my opinion, the quality of the theoretical, practical and research approach means that this book can not only be applied by companies in the Czech Republic, but also by those in other countries as a managerial tool for improving the ethical behaviour and efficacy of business organizations. I believe that this book, entitled "A Code of Ethics as an Organizational Management Tool and its Use in the Czech Republic", fills a gap in knowledge in the area of Business Ethics, in particular with regards to the specialist topic Codes of Ethics. This book also presents current issues with regards to codes of ethics in the Czech Republic, which are also relevant to companies throughout the world. It is therefore my opinion, on the basis of the arguments set out above, that there is a social need to print and publish this reviewed book. I hereby therefore fully endorse its publication.

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